

Breweries
and
Beer Bottles
at
El Paso, Texas



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Chapter 4b
El Paso Brewing Association Beer Bottles, Part 1

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In the 14 years the El Paso Brewery was in business, it sold a variety of brands in at least three sizes of containers. Although the brewery distributed trays, I have never found any glasses made by the firm. When Texas Prohibition shut down the brewing operation in 1918, it formed a subsidiary, Tri-State Beverages, that offered both local and nationally-franchised soft drinks to augment the cereal beverages (near-beers) made by the brewery.

Brands

The El Paso Brewing Assoc. offered at least four brands of beer: Golden Pride, Weurzburger, Southern Bud, and Premium. In addition, the brewery offered two cereal beverages or near-beers during the first few years of Prohibition. The earliest brew was probably packaged in “quarts” (usually 26-ounce) export beer bottles. However, smaller, 12-ounce bottles became the norm early in the century, and some beer was sold in “splits” – supposedly 8-ounce bottles – offered during the period between 1912 and 1918.

Golden Pride (1904-1914)

Golden Pride, the earliest brand offered by the El Paso Brewery, was advertised on draught in an October 29, 1904, ad in the *El Paso Herald*. The Association called Golden Pride “THE EL PASO STANDARD LAGER BEER” and claimed it was the “best beer on the market.” Draught Golden Pride could be bought at the Southern Club, the Trust Saloon, the Model Bar, the Atlas, the Wigwam, the Gem, the Lobby, the Ophir, the White Elephant, the Elias Place on the County Road, the El Paso Brewery Park, and Thompson’s Place, St. Vrain and Missouri Streets (Figures 4b-1 to 4b-4).



Figure 4b-1 – Inside an El Paso saloon (M.G. McKinney collection)

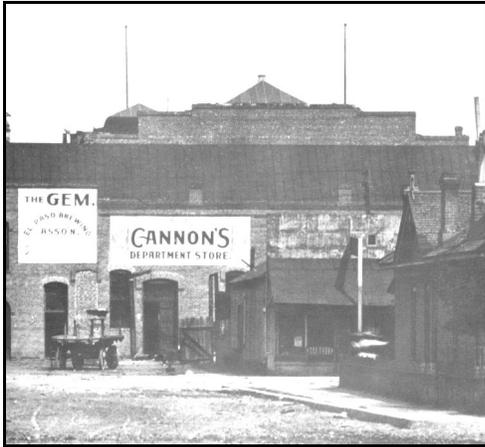


Figure 4b-2 – The Gem – probably the back door (M.G. McKinney collection)



Figure 4b-3 – The Model Bar – seen from atop a nearby building (M.G. McKinney collection)

The original association was only in business during 1904 and the early part of 1905. Its only major ad emphasized the word “draught” – suggesting that beer was not yet bottled. The March 14, 1905, *El Paso Herald* list of the brewery’s assets (including 2,793 barrels of beer) did not mention bottles. However, the 1905 Sanborn map included a building marked “Storage & Bottling Works,” suggesting that bottling was at least intended by that year.

An ad on the back cover of the 1905 El Paso city directory called Golden Pride El Paso’s “standard” beer. The beer was advertised in the city directories as “Pure Beer” from 1908 to 1914 but was replaced in the 1915 ad by Premium beer (El Paso City Directory 1908-1915). In 1911, the Chamber of Commerce mistakenly called the product “Golden Rule” (El Paso Chamber of Commerce 1911:75). Lack of advertising after 1914 likely indicated the demise of Golden Pride; it was probably phased out in favor of the more popular Southern Bud. The brand was never again advertised in extant sources.

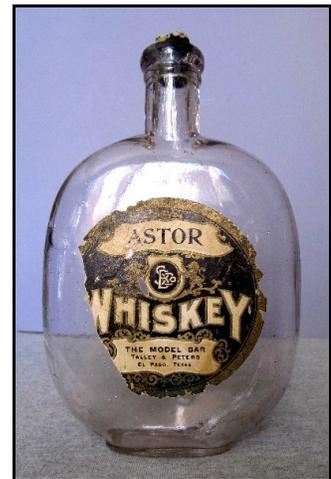


Figure 4b-4 – A flask sold at the Model Bar

Labels

I have only been able to find a single label for Golden Pride (Bob Kay collection). It is rectangular with a golden circle in the center and 20 golden rays extending on all sides. “EL

PASO” (arch) and “TEXAS, U.S.A.” (inverted arch) hug the edges of the circle with “Golden Pride” extending across the center of the label in red at a slight upward slant. A bar along the base proclaims “EL PASO BREWING ASSO’N.” (Figure 4b-5). There is no volume label, placing the use before 1915 (Kay 2007:100).



Figure 4b-5 – Golden Pride label (courtesy of Bob Kay)

Bottles

Golden Pride was probably bottled in the export-style, “quart” containers of amber color that were generally used from the invention of the export beer bottle in 1873 to the early 1900s. These bottles were topped with one-part finishes, intended for Lightning stoppers or two-part finishes, used for corks. It is also likely that the brand was bottled in 12-ounce bottles of the same style.

Golden Pride survived long enough to support the new, crown finishes, although we have no solid evidence either way. A Budweiser ad in the August 12, 1909, *El Paso Times* gives us some insight into the approximate time of change. The ad stated that the brew could be obtained “corked or with crown caps,” and similar ads continued until 1914. The El Paso Brewery probably adopted crown caps and the accompanying export bottles with crown finishes during that same period. It is possible, however, that crowns were not used until after Golden Pride was discontinued.

Weurzburger

Weurzburger first appeared in an ad on the back cover of the El Paso city directory in 1905. As it did not appear in the extensive 1904 ad, it probably was first offered in 1905 and was brewed until at least 1911 – although the Chamber of Commerce misspelled it as “Wursburger” (El Paso Chamber of Commerce 1911:75). I have not found any labels or bottles for Weurzburger, although the bottles were almost certainly the same as the ones used for Golden Pride.

Southern Bud (1905-1918)

Southern Bud was offered by at least 1905, when an ad on the back cover of the El Paso city directory included El Paso's standard beer, "Golden Pride" along with "the Celebrated Bottle Beer, 'Southern Bud.'" The Chamber of Commerce also mentioned Southern Bud in 1911. After a long silence, Southern Bud was advertised in the *El Paso Times* on June 20, 1915, and in the city directories "in dark bottles" from 1917 to the end of production the following year (El Paso Chamber of Commerce 1911:75; El Paso City Directories 1917-1918). The 1915 *El Paso Times* ad offered Southern Bud at the same prices as Premium Beer (see below).

Labels

Two different types of Southern Bud Labels have survived, one in two variations. The older label lacks any reference to the 1906 Pure Food and Drug Act or any stated capacity. The newer labels have the 12-ounce volume clearly marked, and one refers to the 1906 Act. Since the brewery was only open for 14 years (making Southern Bud for at least 13 of those), there were probably no other major changes in label styles, although there is a strong chance that other slight variations existed at one time.

Bob Kay provided a Southern Bud label that was rectangular with a pale yellow background (possibly white originally) and a fancy golden frame around the edges. The label centered around a red rose with green stem and leaves. Above the rose was "Southern Bud" (black - slight arch) with "DESIGN REGISTERED" in much smaller red letters in another slight arch just below. To the left of the rose was "EL PASO" (shadowed black letters with a slight upward slant) and "BREWING ASSOCIATION" (same) to right. Below "EL PASO" was "Support" (red), and below "BREWING ASSOCIATION" is "Home Industry" (red). Below the rose was "El Paso, Texas, U.S.A." (Kay 2007:100). There is no volume designation, indicating that this label was used prior to the 1914 law change (Figure 4b-6).



Figure 4b-6 – Early Southern Bud label (courtesy of Bob Kay)



Figure 4b-7 – Later Southern Bud label (eBay)

The second style of Southern Bud label had at least two variations and has received better coverage. First published in Hennech (1990:47), then in Kay (2007:100), it has even been made into a T-shirt (Figures 4b-7 & 8). The label had a golden

yellow background with “CONTENTS / 12 FLUID OZ.” in the upper left corner. The central motif was “Southern / Bud” (slight upward slant – blue-outlined stylized letters) superimposed over a red rose with a brown stem and green leaves – with “BEER” in black letters at the lower right of the design. At the bottom center was “BREWED AND BOTTLED BY / EL PASO BREWING ASS’N / EL PASO, TEXAS, U.S.A.” This label reflects the change to volume labeling about 1913 or 1914.

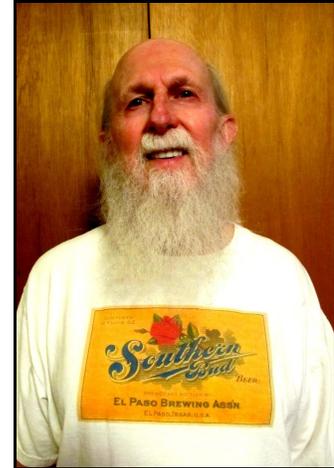


Figure 4b-8 – Author wearing a Southern Bud T-shirt

What may be the final variation is essentially the same as the one described above – with the golden yellow background and identical wording. There are only two slight changes. In the upper left corner, “CONTENTS 12 FLUID OZ.” became all one line in much smaller letters. Also in smaller letters, the bottom line now stated “GUARANTEED BY EL PASO BRG. ASS’N UNDER THE FOOD & DRUGS ACT, JUNE 30, 1906.” The label was affixed to a an amber export beer bottle (Figures 4b-9 to 4b-11).



Figure 4b-9 – Southern Bud label on bottle – left side



Figure 4b-10 – Southern Bud label on bottle – front



Figure 4b-11 – Southern Bud label on bottle – right side

Bottles and Cap

In general, Southern Bud would have been bottled in 26-ounce “quarts,” 12-ounce, and 8-ounce sizes. The largest size may have been phased out soon after 1910; it was not advertised in the post-1914 ads. The other two were certainly available until Texas Prohibition began in 1918.

I was fortunate enough to obtain a bottle that not only has most of the paper label, it also has the original contents and cap (Figure 4b-12). The amber bottle was mouth-blown into a two-piece mold with a cup bottom. It has four vent marks on each shoulder and a single one on the neck in each mold half. There are no visible vent marks along the seams or on the base. The container is topped by a tooled crown finish and has “435 NBBGCO” embossed on the heel. The initials indicate that the bottle was made by the North Baltimore Bottle Glass Co., almost certainly at the Terre Haute, Indiana, plant that was open from 1900 to ca. 1926.



Figure 4b-12 – Southern Bud bottle

The firm installed an O’Neil semiautomatic machine in 1911, primarily to make export beer bottles. Although the factory continued to make some bottles by mouth-blown methods – probably until the plant closed – it is likely that all or most export beer production was by machine from 1911 on (*National Glass Budget* 1911:3). Therefore, the bottle with the Southern Bud label was probably made prior to 1911. The label may have been affixed as much as five years later.

The cap on the bottle has a gold background and is outlined by a black ring. Black block letters denote “• EL PASO BREWERY’S • (arch) / SOUTHERN BUD (inverted arch)” around a star with a flower (probably a rose) in the center, superimposed over a horseshoe (Figure 4b-13). There is no wording on the skirt of the cap.



Figure 4b-13 – Southern Bud cap

Premium (ca. 1915-1918)

Premium Beer was brewed by the El Paso Brewery from 1915 until Texas Prohibition closed all alcohol production on April 15, 1918. By at least June 20, 1915, the brewery advertised Premium (in the *El Paso Times*) in large bottles at \$1.50 per dozen and small bottles at \$1.00 per dozen, although, “upon return of cases and bottles a rebate of 50c on the large size and 25c on the small size is allowed.” Therefore, the final price, minus deposit, for the beer was \$1.00 per dozen large bottles and 75¢ per dozen small bottles – “delivered at your home” – or a per bottle price of about 8.3¢ and 6.3¢ respectively (Figure 4b-14).

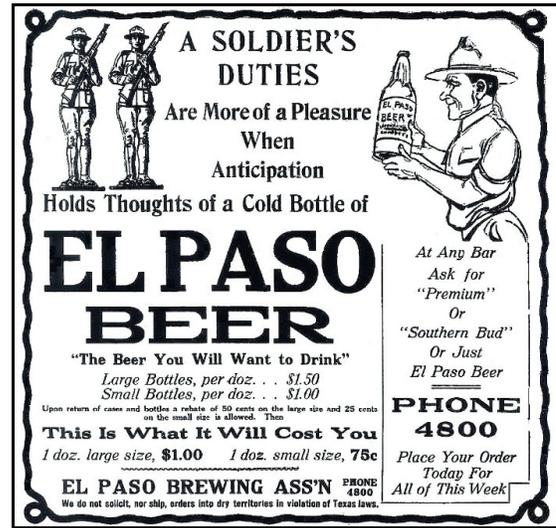


Figure 4b-14 – Ad for Premium and Southern Bud beers (*El Paso Times* June 20, 1915)

Labels

I have only discovered a single type of label for El Paso Brewery’s Premium Beer (Hennech 1990:47; Kay 2007:100), although this one, too, has become a T-shirt (Figures 4b-15 &



Figure 4b-15 – Premium Beer label (eBay)

16). The label was outlined in gold and had a pale, cloud-like background with “blue sky” in the center. At the top is “EL PASO BREWERY’S” in a blue-lettered wave, followed by “Premium” in red

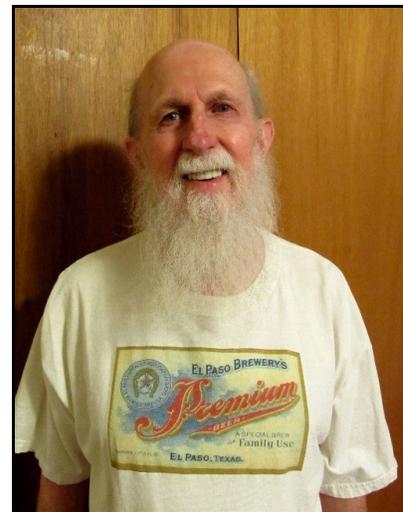


Figure 4b-16 – Author wearing a Premium Beer T-shirt

script with an underlining tail and “BEER” in with block letters in the tail. Below the tail is “A SPECIAL BREW (horizontal) / for (upward slant) Family Use (horizontal) in blue letters. The bottom line began near the right margin with “CONTENTS 1 PT. 8 FL. OZ.” in small letters, followed by “El Paso, Texas” in larger ones.

In the upper left corner of the label is a light blue, circular logo with “EL PASO BREWING ASSOCIATION SUCS” in an arch and “EL PASO, TEXAS, U.S.A.” in an inverted arch that completes the circle. In the center of the circle is a red rose in the center of a white star superimposed over a green horseshoe. The words “TRADE MARK” appear in a slight inverted arch below the star, with a volume that adds up to 24 ounces – a large bottle. An almost identical label has “CONTENTS / 12 FLUID OZ.” in black letters (Figures 4b-17 - 4b-19).



Figure 4b-17 – Premium Beer label on bottle – left side



Figure 4b-18 – Premium Beer label on bottle – front



Figure 4b-19 – Premium Beer label on bottle – right side

Both labels closely resemble the label on the drawing of the bottle in the *Times* ad (June 17, 1917) although the ad bottle lacks the contents information. The ad shows a neck label with “EL PASO” (circle-with-a-lone-star logo) “BEER” with two illegible words below – probably “TRADE MARK” (Figure 4b-20) The bottle described above has a tiny remnant of the neck label – only showing a red letter “E.”

Bottles and Cap

Although the ads do not show the volume of each bottle, the proportions on one accompanying drawing suggest a 12-ounce bottle, but the other one shows what is much more likely to be a 26-ounce “quart” containers. These would match the labels (“1 PT. 8 FL. OZ.” and “12 FLUID OZ.”) described above.

**PATRONIZE
HOME INDUSTRY**

“Premium”
and
Southern Bud



Large bottles, per doz. \$1.50
Small bottles, per doz. \$1.00

Upon return of cases and bottles a rebate of 50c on the large size and 25c on the small size is allowed. Then

**This Is What It Cost
DELIVERED AT YOUR HOME.**

One Dozen LARGE SIZE	One Dozen SMALL SIZE
\$1.00	75c

PHONE 4800

El Paso Brewing Assn.

Figure 4b-20 – Ad for Premium and Southern Bud beers (*El Paso Times* June 17, 1917)



Figure 4b-21 – Premium Beer bottle

In addition, a 12-ounce bottle has survived, complete with the original beer and crown cap (Figure 4b-21). Unlike the Southern Bud bottle described above, this one is very light aqua in color and was machine made. The heel is embossed “17 S 51.” The “17” is a date code for 1917, and the “S” indicates that the bottle was manufactured at the Streator, Illinois, plant of the American Bottle Co. In 1916, the Owens Bottle Machine Co. acquired the American Bottle Co. but continued to operate under the old name. The codes on the bottle changed, however, to the {number} {letter} {number} system. The “51” is a mold code. These were probably the last bottles purchased before the jaws of Prohibition clamped tightly onto brewing at El Paso.



Figure 4b-22 – Premium Beer cap

The ad also clearly shows that crown caps were in use by at least 1915. The extant crown cap is marked “EL PASO BREWERY’S (arch) / PREMIUM BEER (inverted arch)” in black letters on a gold background surrounded by a black circle. In the center was “PREMIUM” superimposed over the star and horseshoe logo. There was nothing on the skirt of the cap (Figure 4b-22).

Embossed Bottles (ca. 1912-1918)

The El Paso Brewery only used a single style of embossed beer bottle, although there were three slight variations (Figure 4b-23). The bottles, themselves, provide somewhat of a mystery. Unlike the export styles used for the 12-ounce (and probably 26-ounce “quarts”), these were a style called champagne or lager beer bottles, although both names appear to refer to the same style. All three of the El Paso embossed bottles were amber in color and all were a size known as “splits” or



Figure 4b-23 – Three variations of embossed “split” bottles



Figure 4b-24 – Front detail of the embossed “split” bottle

“half-pints.” Although a “half-pint” suggest an 8-ounce capacity, the bottles actually contained about 7.5 ounces.

All three variations had the same embossed information: “EL PASO (arch) / BREWERY (inverted arch)” on the front and “THIS BOTTLE / NOT TO / BE SOLD” horizontally on the reverse (Figures 4b-24 & 25). Although they were very similar, the three variations almost certainly followed each other in temporal order. Two variations were hand blown into cup-based two-piece molds. One

of these was a very dark color (almost opaque), more similar to “black glass” than the usual amber color. These darker bottles used round “lettered plates” (called slug plates by collectors) to identify the brewery (Figure 4b-26). My example had three vent marks on each shoulder and one on each side of the neck. In addition, faint vent marks had been drilled into the reverse lettering, although none were visible on the heel or base. A small round scar showed where the baseplate had been drilled and pugged to repair some damage. The crown finish was tooled, but the bottle had no manufacturer’s mark.



Figure 4b-25 – Reverse detail of the embossed “split” bottle



Figure 4b-26 – Detail of plate on earliest “split” bottle

The second variation was a fairly dark amber (ranging to a somewhat lighter amber) and contained the same markings but without the plate mold lines. Although made similarly to the bottle described immediately above (including tooled crown finish and virtually identical embossed letters), the front embossing was engraved directly onto the mold rather than on a plate. This bottle had only two vent marks on each shoulder along with the single one on each side of the neck. The heel was embossed “492 NBBGCO.” As noted on the Southern Bud bottle (above), the logo was used by the North Baltimore Bottle Glass Co. during the 1900-ca. 1926 period.

The final style was also a medium to dark amber color but was machine made. Each bottle had an Owen’s scar on the base, and contained no visible or tactile vent marks. These

bottles were, however, embossed with manufacturer's marks – "16 S 1" – on the back heels (Figure 4b-27). Since the final number indicated the mold, it is possible that these could be marked "16 S 2" or possibly higher numbers. Again, as noted on the Premium bottles described above, the code was for the American Bottle Co. and indicated a manufacture in 1916. Both the date code and manufacturing style suggest that this bottle was the last in the series.



Figure 4b-27 – 16 S 2 manufacturer's mark on heel of a "split" bottle

The Sellaris (1989:99) also noted an identical bottle that was aqua in color. According to their price guide, it is much more unusual than the amber variety. Thus far, this is the only reference to the aqua color variant I have found, and I have yet to actually see one.

A few things about these bottles are a bit mysterious. I have not found any ads for this size. From the single date code on one bottle, they were all probably used during the last several years that the brewery was in production. It is thus likely that Southern Bud and Premium were both bottled in these smaller containers – even though no paper labels have been found with the smaller volume label.

As noted in the Dating section (chapter 2), Congress passed the Gould Amendment to the Pure Food & Drugs Act on March 3, 1913, requiring that the volume of bottles be conspicuously marked by September 3, 1914 (U.S. 1913:732). According to Bob Kay (Kay 2002), volume in ounces began appearing on paper beer labels between 1912 and 1914, about the same time.

The shift from hand production to machine manufacture appears to have arrived about the same time. Mouth-blown bottles *with* embossed volume information are very unusual, as are machine-made bottles *without* it. Typically, the volume information on generic beer bottles is found on the paper labels



Figure 4b-28 – Fruit Thrills ad with paper label on embossed bottle (*El Paso Herald* July 3, 1920)

rather than being blown into the bottles. These embossed beer bottles, however, do not appear to have been made for paper labels.

Although the application of paper labels over the embossing seems unlikely by today's standards, such application was shown in the 1920 advertisements for Fruit Thrills, a soda bottled by the Empire Bottling Works in El Paso (Figure 4b-28), and patent medicine bottlers had been applying labels occasionally on top of embossing since at least 1906 (White 1974:60-61). Thus, these bottles may have had the volume information applied on paper labels.

Bravo and Bock (1917-1920)

In anticipation of Texas Prohibition, advertisements for Bravo began in 1917 in both the *El Paso Herald* and the *El Paso Times* as well as the city directories and continued until 1920 (Figure 4b-29). The 1917 *Times* ad, a replication of a Bravo label, noted that "U.S. Revenue License is not Required of the Sale of 'Bravo'" and "net contents 11 oz. or over" (i.e. a 12-ounce bottle). A 1918 ad in the *Times* showed a logo that matched the only Bravo sign I have ever seen (see below). The ad described Bravo as "a pure, cereal, non-intoxicating beverage which can be sold without a government license and in full accordance with national regulations governing army camps." Bravo was called "The Drink Supreme." Little is known about Bock. Presumably a near-beer, Bock was only listed in the city directory in 1919.

As noted in the history section, the brewery remained open after the declaration of Texas Prohibition in 1918, hoping to ride out the period by brewing, bottling, and selling near-beers. However, it became increasingly clear that the public did not just want a beer taste – people wanted alcohol. With Mexico just across the river, near-beer sales decreased, and the Board of Directors moved the brewery equipment to Ciudad Juárez in 1920 (see Chapter 5).

Here It Is—



BR A V O

The Drink Supreme
"MADE IN EL PASO"

BR A V O is a pure, cereal, non-intoxicating beverage which can be sold without a government license and in full accordance with national regulations governing army camps. BR A V O fills the need for a non-intoxicating drink. It quenches thirst, relieves fatigue and puts vim into work and pleasure. BR A V O is a drink for everybody.

MADE IN EL PASO Order a Case **MADE IN EL PASO**
For Your Home

El Paso Brewing Association
PHONE 4800. EL PASO, TEXAS.

Figure 4b-29 – Ad for Bravo, El Paso Brewery's near-beer (*El Paso Times* June 24, 1918)

A steel sign advertising Bravo was formerly in the Rick Chavez collection (Figure 4b-30). The sign likely depicted the paper label worn by the Bravo container. A blue rectangle formed the background for the label with a yellow strip extending diagonally upward from left to right. Centered on the background was a green-outlined white shield with a toreador dressed in traditional green garments waving a large red cape that diagonally covered the center of the shield. On the cape, white letters proclaimed Bravo! / The Drink Supreme. A snorting, brown and black bull charged down at the cape from the upper left corner of the shield. A small scroll superimposed across the lower edge of the shield showed the drink as being MANUFACTURED BY / EL PASO BREWING ASS'N / EL PASO, TEX. Labels of this type probably appeared on generic amber bottles, possibly on containers embossed with the El Paso Brewery logo.

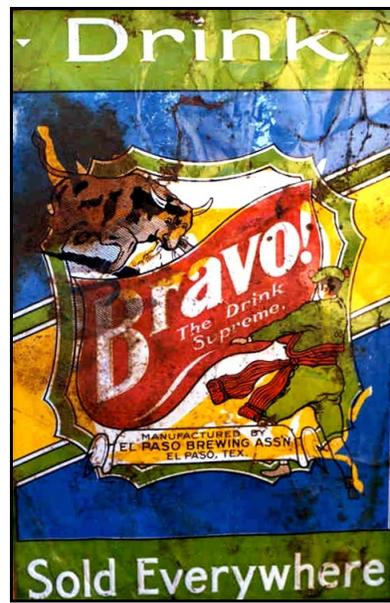


Figure 4b-30 – Bravo sign (Rick Chavez collection)

Bottles and Labels

Bravo and/or Bock, near-beers, were almost certainly bottled in regular El Paso Brewery bottles. Most of the cereal beverages from other breweries were bottled in amber, beer-style bottles with paper labels. Thus, Bock and Bravo were probably packaged in similar, generic, paper-label bottles – likely in the sizes previously used for regular beer. Although labels almost certainly matched the sign described above, I have not actually seen one.

Unfortunately, I have been unable to find any labels, bottles, or advertisements for Bock except a brief mention in the 1920 city directory. See Table 4b-1 for a chronology of brands and bottles used by the El Paso Brewery.

Table 4b-1 – Changes in Brand Names and/or Bottle Styles – El Paso Brewery

Brand or Change	Date Range
<i>Golden Pride</i> (probably in cork-stoppered quart bottles)*	1905-1914
<i>Weurzburger</i>	1905-1911
<i>Southern Bud</i> (12 & 26 oz.)**	1905-1918
Probable change to crown finish (still quarts)	ca. 1910
<i>Premium</i> (12 & 26 oz.)**	1915-1918
Embossed bottle - blown-in-mold; very dark amber; plate mold	1914?-1915?
Embossed bottle - blown-in-mold; medium amber; no plate mold	1915?
Embossed bottle - machine-made (embossed 16 S 2)	1916-1918
Probable change to 12-ounce bottles	ca. 1915
<i>Bravo</i> (cereal beverage or near-beer)	1918-1920
<i>Bock</i> (cereal beverage or near-beer)	1919

* Golden Pride was available on draught in 1904, but bottling probably did not begin until 1905.

** From ca. 1912, some El Paso Brewery beer was bottled in 7.5-oz. “splits” – although I have found no evidence specifying what type of beer was in these bottles.

Trays

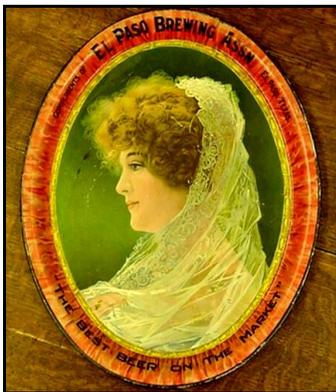


Figure 4b-31 – Partially veiled lady on El Paso Brewery tray (eBay)

The brewery offered a series of trays to its customers. I have no way to assess the dates when most of these were made. Two trays, however, have been offered on eBay auctions, one was in the John Gross collection, and a final example was from Rick Chavez. I have heard of others but have never seen them. An oval tray offered on eBay showed a profile of a pensive young woman with “COMPLEMENTS OF EL PASO BREWING ASS’N EL PASO,

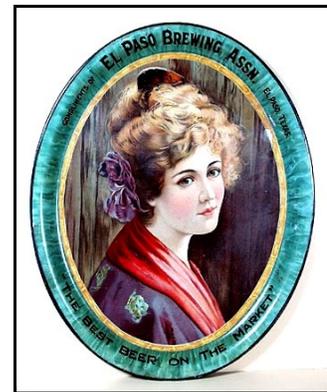


Figure 4b-32 – Lady in kimono on El Paso Brewery tray (eBay)

TEXAS” in an arch on the rim above the picture and ““THE BEST BEER ON THE MARKET”” in an inverted arch below (Figure 4b-31). A second tray, also from eBay, featured another young woman in what appears to be a kimono with identical wording (Figure 4b-32).

The tray from the John Gross collection is quite different. Rectangular in shape, it depicts four men and one woman positioned around a table along with flagons of beer. The men are dressed in costumes reminiscent of the Three Musketeers. The top has the same message as the ones described above, although the configuration is somewhat different (Figure 4b-33).

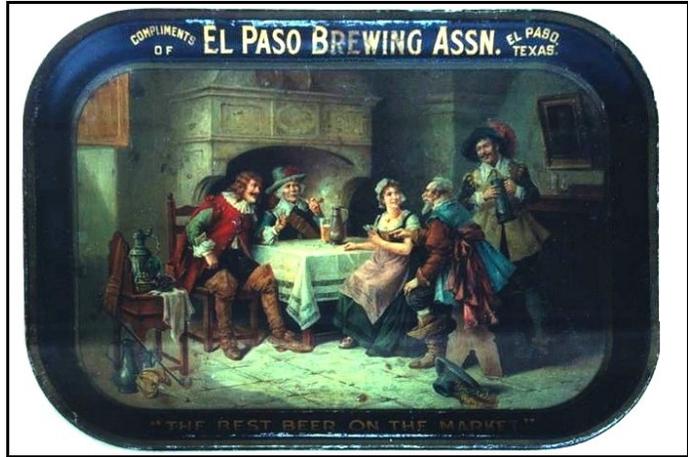


Figure 4b-33 – People around a table on El Paso Brewery tray (John Gross collection)

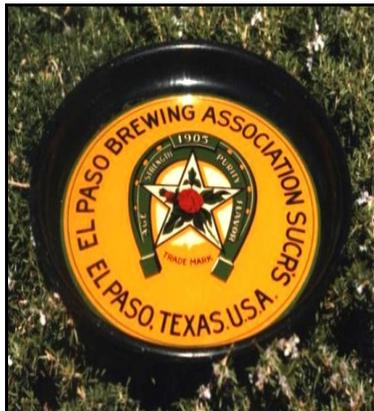


Figure 4b-34 – Tray with El Paso Brewing Association logo (Rick Chavez collection)

The tray in the Rick Chavez collection was again different. This tray was round with “EL PASO BREWING ASSOCIATION SUCR’S” in an arch at the top and “EL PASO, TEXAS, U.S.A.” in an inverted arch at the bottom. In the center is the logo used during the later period of the brewery – the star with a rose in the center superimposed over a green horseshoe. This logo, however, is large enough to see the date “1905” at the top of the horseshoe, with “AGE” and “STRENGTH” on the left and “PURITY” and “FLAVOR” on the right (Figure 4b-34). The horseshoe is associated with the second corporation.

Opener

The brewery offered at least one opener to its customers. This one had a wooden handle with an opener for crown caps on one end and a corkscrew threaded into the other. It would thus serve to open either kind of beer bottles. The opener had black lettering in essentially the same configuration as on the Premium Beer paper label: “EL PASO BREWERY’S (wave) / Premium



Figure 4b-35– Premium Beer opener



Figure 4b-36 – Premium Beer opener, showing corkscrew

with underlining tail) / BEER (in tail) / A SPECIAL BREW / for Family Use.” Below but upside down compared to the brewery name was “A. W. STEPHENS MFG. CO., WALTHAM, MASS. PAT. APR 30, 1910” (Figures 4b-35 & 36). The date, however, was virtually illegible.

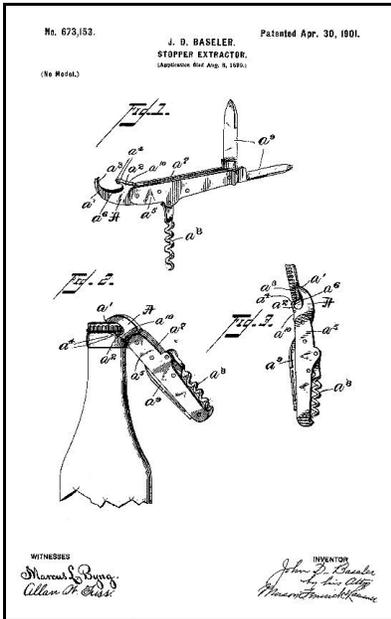


Figure 4b-37 – John D. Baseler 1901 opener patent

According to Bull & Stanley (1999:104), these were called the “All Ways’ handy combination bottle opener and corkscrew.” Often, the patent date was incorrect – as appears to be the case on the El Paso example. John D. Baseler, or Richmond, Virginia, received Patent No. 673,153 for a “stopper-extractor” on April 30, 1901. His patent drawing (Figure 4b-37) showed the opener as part of a pocket knife. Augustus W. Stephens,

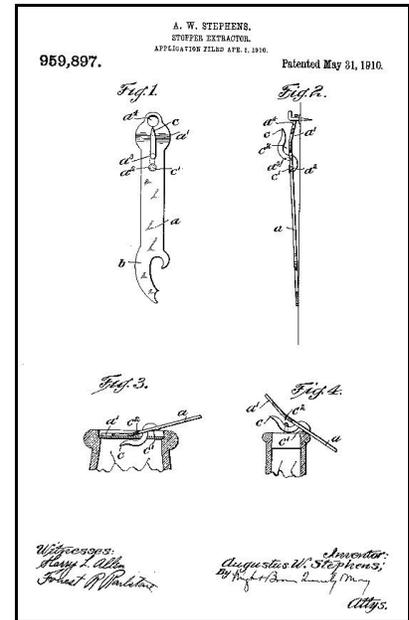


Figure 4b-38 – Augustus W. Stephens 1910 opener patent

owner of the manufacturing firm, received Patent No. 959,897 for a “stopper-extractor” on May 31, 1910. Although his patent was for the milk-cap extractor on the distal end, it *did* show the crown-cap opener on the proximal end (Figure 4b-38) that was used on the El Paso opener. The opener could have been made any time during the ca. 1915-1918 period when Premium beer was sold.

Tri-State Beverage Co.

As noted in the history section, the El Paso Brewing Assoc. formed the Tri-State Beverage Co. in an attempt to ride out Prohibition, selling near-beer and soft drinks. The firm failed by late 1923 or early 1924. Much of the section below was published in Chapter 12b of Lockhart 2010. Since the focus of the 2010 book was soda bottles and bottlers, the full description of the bottles and history is provided in that source.

Bottles

The Tri-State Beverage Co. introduced its new brands in 1919. The company advertised Triangle Brand, the firm's house brand, by at least August 11 of that year. One of the earliest non-house drinks advertised by Tri-State was Javo, bottled carbonated coffee, offered by at least August 9. Other brands advertised in 1919 included Dr. Swett's Root Beer, Delaware Punch, Parfay, and Triple "X" Ginger-Ale.

The firm advertised Orange Crush beginning on June 1, 1920, and Tri-State may have been the first bottler in Texas to franchise the Crush brand. Lemon Crush was also part of the 1920 ad campaign. Also included was Weinhard's R-Porter, a raspberry drink. In 1921, the firm added Budweiser (near-beer). By 1922, Tri-State had virtually ceased advertising, although it did place one ad to advise the public that it had just received a carload of Falstaff – also a near-beer (*El Paso Herald* 6/1/1920 4:6).

Triangle Brand Beverages

Triangle Brand beverages were the mainstay of the Tri-State Beverage Co. and were bottled during the entire life of the firm. The original 1919 ads were simple, with the firm's inverted triangle logo prominently displayed. A typical ad noted that "TRIANGLE Beverages are truly the Summer Beverage! Wholesome! Absolutely Pure! And Delicious! At all fountains. Demand the genuine—it comes in bottles" (*El Paso Times* 6/11/1919). The ads mentioned in passing Tri-State's franchised brands – Javo, Parfay, and Dr. Swett's Root Beer.

By 1920, the ads showed considerable variation, including drawings of women, families, and, always, a bubbling glass of the drink. By this time, the firm noted such flavors as strawberry, raspberry, grape, cherry, cream, soda water, sarsaparilla, and ginger ale, although the ginger ale. The ads also listed franchised brands – Delaware Punch, Orange Crush, and Lemon Crush (Figure 4b-39).

By 1921, Tri-State ads featured Orange Crush or Lemon Crush as the main drink and did not even mention the Triangle Brand. However, the ads continued to list ginger ale, strawberry, Delaware Punch, raspberry, and cream sarsaparilla. Triangle Brand drinks came in embossed bottles that may have included paper labels for each flavor, or the firm may have only identified the flavor on the caps. See Table 12b-3 for a chronology of Triangle Brand bottles.



Figure 4b-39 – Triangle Brand Beverages ad (*El Paso Times* 6/21/1920)



Figure 4b-40 – Triangle Brand bottle

All of the Triangle-Brand bottles were aqua in color and machine made. The front and back shoulders were embossed “TRIANGLE / BRAND / BEVERAGES” within an inverted triangle with a smaller, solid inverted triangle in the center of the logo. The word “beverages” was broken at the letter “r” to form two sides of the inverted triangle. A tiny inverted triangle rested below the “r” (Figure 4b-40)

Tri-State ordered the bottles at least once a year between 1919 and 1922, with at least two orders in 1919 and possibly two in 1921. The initial bottle was embossed “OS 215 S / PROPERTY OF TRI-STATE BEVERAGE CO. EL PASO, TEX.” around the heel (Figure 4b-41). The bottle was made by the Graham Glass Co. The Graham code sequence “OS 215 S” translates to: “O” = the Okmulgee plant of the Graham Glass Co.; “S” = something like “soda”; “215” is the model or proprietary number of the bottle style; and “S” (to the right) = 1919 (See Lockhart 2004 or Lockhart & Miller 2007 for a discussion about Graham Glass Co.

date codes). This particular bottle is interesting in that it does not have the volume information required by law. This may have been a rush order by Graham, but the oversight was corrected in a reorder that same year (see the second variation below).



Figure 4b-41 – Back heel of Triangle Brand bottle with OS 215 S

Tri-State ordered a second bottle in 1919 that was identical to the one described above, except that “7 FLU. OZS.” has been added above “PROPERTY OF TRI-STATE” on the front heel. Since the volume of the bottle had been required by federal law since 1914, this brought the firm back into line with the regulations.

Tri-State changed glass houses in 1920. The front heel of the new bottle was embossed “MIN. CONTENTS 6½ FL. OZ. / PROPERTY OF TRI-STATE” with “BEVERAGE CO. EL PASO, TEX.” on the back heel. Just below “BEVERAGE” was a tiny “20 S 1” – the code sequence for 1920, Streator plant of the American Bottle Co., and mold number 1.

In 1921, Tri-State returned to the Graham Glass Co. for its bottles, but the new bottles were made at the plant in Chacotah, Oklahoma. The bottles were now embossed “CONTENTS 7 FLU. OZS. / PROPERTY OF TRI-STATE” on the front heel and “CH243S G 21 / BEVERAGE CO. EL PASO, TEX.” on the back heel. The Chacotah plant did not use the same model number on this bottle, instead choosing 243. This “S” – in the case of Chacotah bottles only – indicated the bottle type (probably something like soda or standard). From 1920 on, Graham added “G” (for Graham) and a two-digit date code. Thus, the “21” equals 1921. There may also have been a bottle embossed “OS 215 S / 21” used in 1921.

The final bottle was made at Graham’s Evansville, Illinois, plant. As in the very first bottle, the volume information was lacking, and there was no manufacturer’s code on the heel. The base, however, was embossed with a “1” in triangle (suggesting more molds in the set) with “1024E” embossed below one of the sides. The number is the model code, and the “E” indicates the Evansville plant. In very indistinct numerals a “22” or “23” was embossed below the model code. The number is very likely a “22” indicating 1922. By 1923, sales had apparently plummeted – if advertising can be used to judge – so the plant likely did not order bottles during its final full year. See Lockhart 2010, Chapter 12b for photos of all variations.

Table 4b-2 – Variations in Triangle Brand Bottles

Date	Front Heel	Back Heel	Base	Mfg.
1919	PROPERTY OF TRI-STATE	OS 215 S BEVERAGE CO. EL PASO, TEX.	Δ	Graham
1919	7 FLU. OZS. PROPERTY OF TRI-STATE	OS 215 S BEVERAGE CO. EL PASO, TEX.	Δ	Graham
1920	MIN CONTENTS 6½ FL OZS PROPERTY OF TRI-STATE	BEVERAGE CO. EL PASO, TEX. 20 S 1	Δ	Amer. Bot.
1921	CONTENTS 7 FLU. OZS. PROPERTY OF TRI-STATE	CH243S G 21* BEVERAGE CO. EL PASO, TEX.	Δ	Graham
1922	PROPERTY OF TRI-STATE	BEVERAGE CO. EL PASO, TEX.	Δ 1024E 22	Graham

* I recorded a bottle embossed “OS 215 S / 21” above the back heel label, but I am unable to confirm the marking, and I do not know what other distinguishing marks – if any – were on the bottle. The front was probably embossed “CONTENTS 7 FLU OZS.

Nationally Franchised Brands

In addition to its own house brand, Tri-State advertised several types of sodas that were nationally franchised. Some of these, like Javo and Parfay, never became popular – at least not long term. Others, like Delaware Punch and Orange Crush turned into national favorites and are still sold. Although Dr. Swett’s was an established brand at the time, it eventually lost favor.

Javo

According to the *El Paso Times* (6/12/1919), Javo contained “Coffee—real, honest-to-goodness coffee—along with lots of other good things, [that] gives JAVO a bracing effect and a delicious flavor that you simply CAN’T forget. Try JAVO with your meals in place of coffee—it’s GREAT.” It would be interesting to know what the “other good things” were. The Southern Beverage Co. of Galveston, Texas, produced Javo.

Javo was available “at fountains or in bottles.” An ad bragged, “If we used up all the space in this paper, we couldn’t begin to tell you how bracingly delicious JAVO is, nor how

utterly delightful its real, coffee flavor makes it. You've GOT to try it YOURSELF to find that out" (*El Paso Times* 6/9/1919). One of the later ads (*El Paso Times* 8/21/1919) depicted a bottle and a glass with bubbles, indicating that Javo was, indeed, carbonated (Figure 4b-42). By mid-September, however, Tri-State had discontinued all Javo ads.

Dr. Swett's Root Beer

Dr. George W. Swett probably began selling his root beer in ceramic bottles prior to 1892. Although the use of stoneware bottles ceased (probably in the early 1920s), the firm remained in business until 1952 (Yates 2010:38-41). These bottles are the only ceramic beverage bottles known to have carried the name of an El Paso firm. Dr. Swett's was mentioned in Triangle Brand advertisement in El Paso newspapers in August and September 1919, but the exact dates of its sale are unknown.

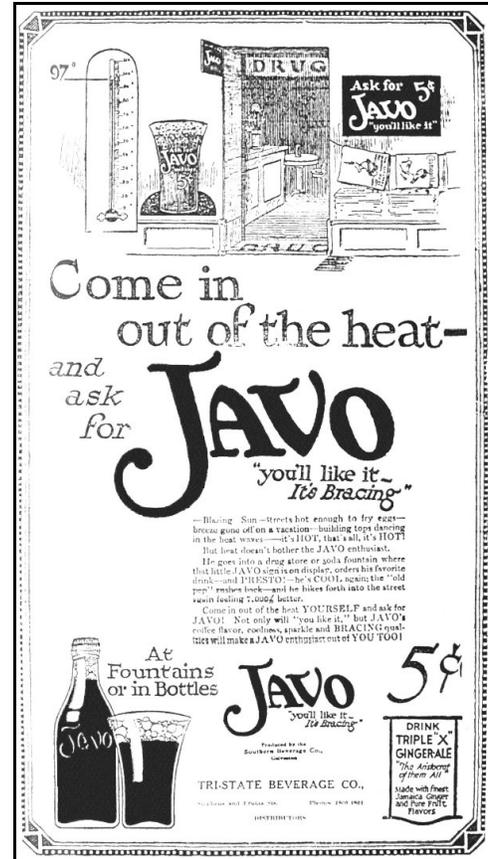


Figure 4b-42 – Javo ad (*El Paso Times* 8/21/1919)

One ad, specifically for Dr. Swett's (*El Paso Times* 8/9/1919) called the product “so good so satisfying, so indescribably palate-tickling that every sip fills you with delight! It puts pep in your step, too, and roses in the cheeks of the little folks. Made from Nature's pure roots and herbs, according to the old original Dr. Swett's recipe – a favorite with the thirsty for more than fifty years. Keep a few bottles on ice, always. Serve it with meals – and in between-times. Sold at the fount – and in bottles everywhere.”

In and under-glaze ink stamp (black); the bottle was marked with a rubber inkpad stamp before being dipped in glaze. The glaze became transparent after firing, allowing the mark to be easily visible (Tod 1988:98). Even though the top looks like an elongated crown finish, it was almost certainly used with a Lightning-style stopper or a cork.

The front label – in black Ink – was a circle within a circle. The inner circle had “ORIGINAL (arch) / ROOT / BEER (both horizontal) / REGISTERED (inverted arch),” while “DR. SWETT'S (arch) / BOSTON, MASS. (inverted arch) appeared in the outer circle. Below the circles was “CONTENTS 8 FLUID OUNCES.” The back was stamped with a triangle within a triangle. The inner triangle stated: “BOTTLED / BY” with “TRI-STATE (left side) / [inverted V] (apex) / BEVERAGE CO. (right side) / EL PASO, TEX. (base)” in the outer triangle. (Figure 4b-43). There was no manufacturer’s information.

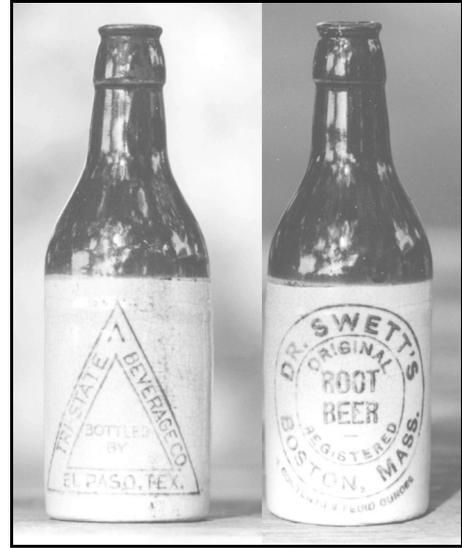


Figure 4b-43 – Dr. Swett’s Root Beer bottle (Courtesy of Jim Cullen)

Delaware Punch

As far as I have discovered, Tri-State only featured Delaware Punch as the main drink in a single ad during August 1919 – although the drink was listed in other ads for Tri-State as late as 1921. The 1919 ad claimed that the drink was “made by the manufacturers of Triangle Brand Beverages.” The ad further noted that the drink was “made from those rare Delaware Grapes. As PURE as it is good. Comes in bottles and at all good fountains. Not a carbonated drink.” Later ads only mentioned the name – with no additional copy.

Parfay

Tri-State never gave the brand its own ad. It was, however, mentioned in the Triangle Brand ads in 1919.

Triple “X” Ginger Ale

Tri-State also offered Triple “X” Ginger Ale in the later 1919 Javo ads (e.g., *El Paso Times* 8/21/1919 – see Figure 4b-42). The ad called the drink “the Aristocrat of them All” and claimed that the beverage was “made with finest Jamaica Ginger and Pure Fruit Flavors.” Like Javo, Tripple X was no longer advertised after mid-September.

Orange Crush and Lemon Crush

Tri-State distributed Ward's Orange Crush and Lemon Crush. Their ads for Orange Crush in the *El Paso Herald* began by at least June 1, 1920, and showed crown-capped bottles with diamond-shaped paper labels. A 1920 ad noted that Orange Crush was "a carbonated beverage flavored with oil of orange and citric acid artificially colored Orange-Crush contains no orange juice" (*El Paso Times* 6/1/1920). Labels on Lemon Crush bottles were similar except for the name. Tri-State advertised both Orange and Lemon crush until 1921 – and included Lime Crush during 1921 ads only. The firm probably carried the drinks until it ceased operations.

It is instructive that the first 1921 ad illustrated the embossed bottle patented in 1920. It is almost certain that the first bottles offered

by Tri-State were generic with paper labels, but the firm switched to the embossed bottles soon after they became available (Figure 4b-44).

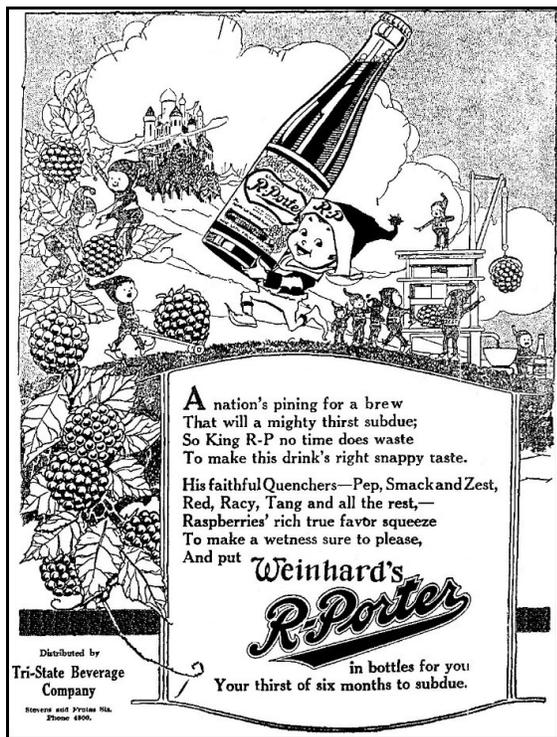


Figure 4b-45 – R-Porter ad (*El Paso Times* 7/22/1920)



Figure 4b-44 – Lemon Crush ad (*El Paso Times* 6/30/1921)

Weinhard's R-Porter

Tri-State also distributed a drink called Weinhard's R-Porter, a raspberry beverage that it only advertised in 1920 (Figure 4b-45). The drink was sold in colorless, generic crown-capped bottles with rectangular paper labels. The copy on one ad included some absolutely horrid poetry (*El Paso Times* 7/22/1920 3:5).

Near-Beers

Budweiser

As noted above, the El Paso Brewing Assn. advertised Budweiser in its 1921 city directory ad. Tri-State advertised the brand in its mid-1921 Orange Crush ads and may have picked up the brew upon the demise of the parent organization. Tri-State apparently only offered Budweiser for about a year.

Falstaff

Tri-State seems to have replaced Budweiser with Falstaff at some point by mid-1922 (Figure 4b-46). The 1922 ads are the only ones I have found, so Tri-State may have only offered the brew in that year – although it seems likely that the brand would have been continued until Tri-State ceased operations in late 1923 or early 1924.



Figure 4b-46 – Falstaff near-beer ad (*El Paso Times* 6/18/1922)

Discussion and Conclusions

El Paso Brewery Bottles and Labels

All of the early El Paso Brewery bottles were almost certainly generic – probably export styles – with paper labels. Very few of those labels have survived. We are probably fortunate to have found even a single Golden Pride label. There were almost certainly variations that have not been preserved.

Although I was able to find three Southern Bud labels for comparison in this study, there were probably several other minor variations – and possibly even one or more major changes. We will probably never know. Similarly, the Wurtzberger label will likely remain a mystery. I have never seen or heard of one.

It is also fortunate that I could locate three Premium labels – all slight variations. It helps to place sizes and timing. In this case, we are also blessed with a neck label and with an advertisement with an illustration of the bottle. The addition of an opener, trays, and other ads have at least given us a taste of the breweriana from this firm.

In more than 20 years, I have still only found three minor variations of embossed “split” bottles. Of course, those bring up more questions than they answer. Were those one of the two sizes advertised in 1918 – or were the splits only sold in bars? If the splits were bar bottles, it might explain the lack of a space for paper labels. Returns were also much easier to control with bar bottles. Of course, some paper labels were glued atop embossing.

Like most breweries, the one at El Paso attempted to ride out Prohibition by brewing at least one near-beer or cereal beverage called Bravo. Although Bravo may have been a franchised brand, local ads made it *sound* as if it had a local origin. The single ad for Bock in 1920 left nothing but mystery about that brand. Nationally, near-beer sales dropped to almost nothing by 1924.

Tri-State Beverage Bottles

Even though Tri-State carried a large variety of national brands, I have only found a single franchised bottle that carried the Tri-State name – the ceramic bottle from Dr. Swett’s Root Beer. Although Tri-State only advertised the brand in 1919, the bottles are relatively common – or at least not in the scarce category. Virtually all other nationally franchised brands were bottled in generic containers with paper labels. The only brand Tri-State advertised in embossed bottles was Orange Crush – and that was near the end of the firm. I have never found an Orange Crush bottle with the Tri-State name. See Lockhart 2010, Chapter 12b for a longer discussion about the firm’s soft drink and near-beer bottles and brands.

The Tri-State house brand was the firm’s main product. Although the basic bottle remained the same, the two glass houses chosen by Tri-State (Graham Glass Co. and American Bottle Co.) both used manufacturer’s marks and date codes. We are therefore fortunate to have a complete chronology of Tri-State bottles from 1919 to 1922 – probably the last year the firm ordered bottles.

Although Tri-State replaced Bravo with Budweiser near-beer when the brewery moved to Mexico, it is somewhat ironic that the firm's final choice of near-beer was Falstaff – the last brewery in the same building that housed the El Paso Brewery – and the location of Tri-State. It is probably not coincidental that near-beer sales virtually ceased about the same time that Tri-State closed.

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